



**SMART  
ENERGY**  
CONSUMER  
COLLABORATIVE

**2023 CONSUMER SYMPOSIUM**

**FEB 6, 2023, SAN DIEGO**

# **EMPOWERING CONSUMERS THROUGH THE ENERGY TRANSITION**

**#SECC2023**

Co-located with *DISTRIBUTECH International*



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# Maximizing the Inflation Reduction Act

**#SECC2023**

# Scope of IRA Programs For Discussion

## GHG Reduction Fund \$27B

Increase sales share of  
clean/efficient appliances

Equitable access to efficient  
appliances

SEO's apply for Green Bank  
funding

## Tax Credits ~\$277B

EE/Electrification Measures &  
Audits

Revives & expands retired  
credits

Administered by IRS

## Home Energy Rebates \$8.8B

EE & Electrification Measures

Whole Home Rebates

Point of Sale Rebates

Administered by SEOs



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# Upside for Utilities & Their Customers

## Value to the Utility

## Value to the Customer



Improved CSAT & Engagement



Improved Cost Effectiveness



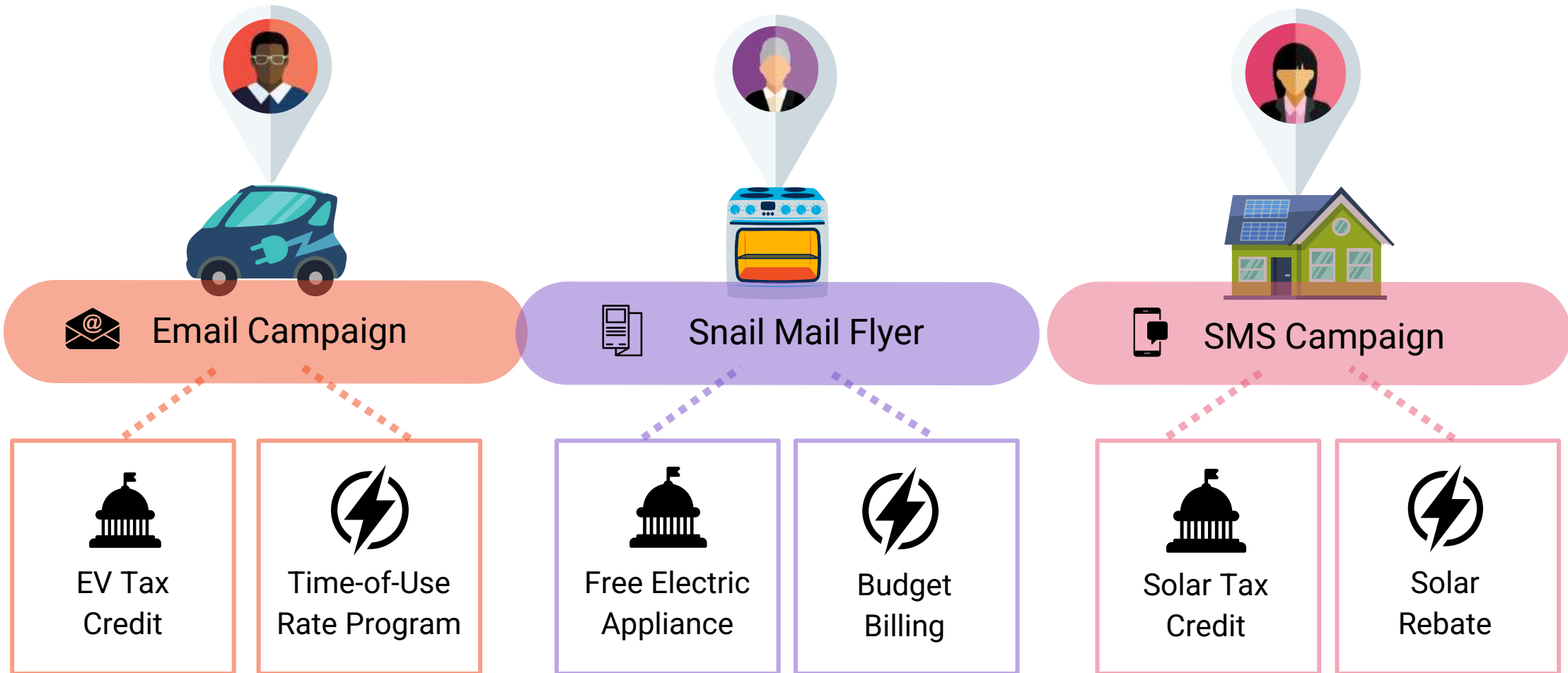
Bill Savings



Equitable Participation

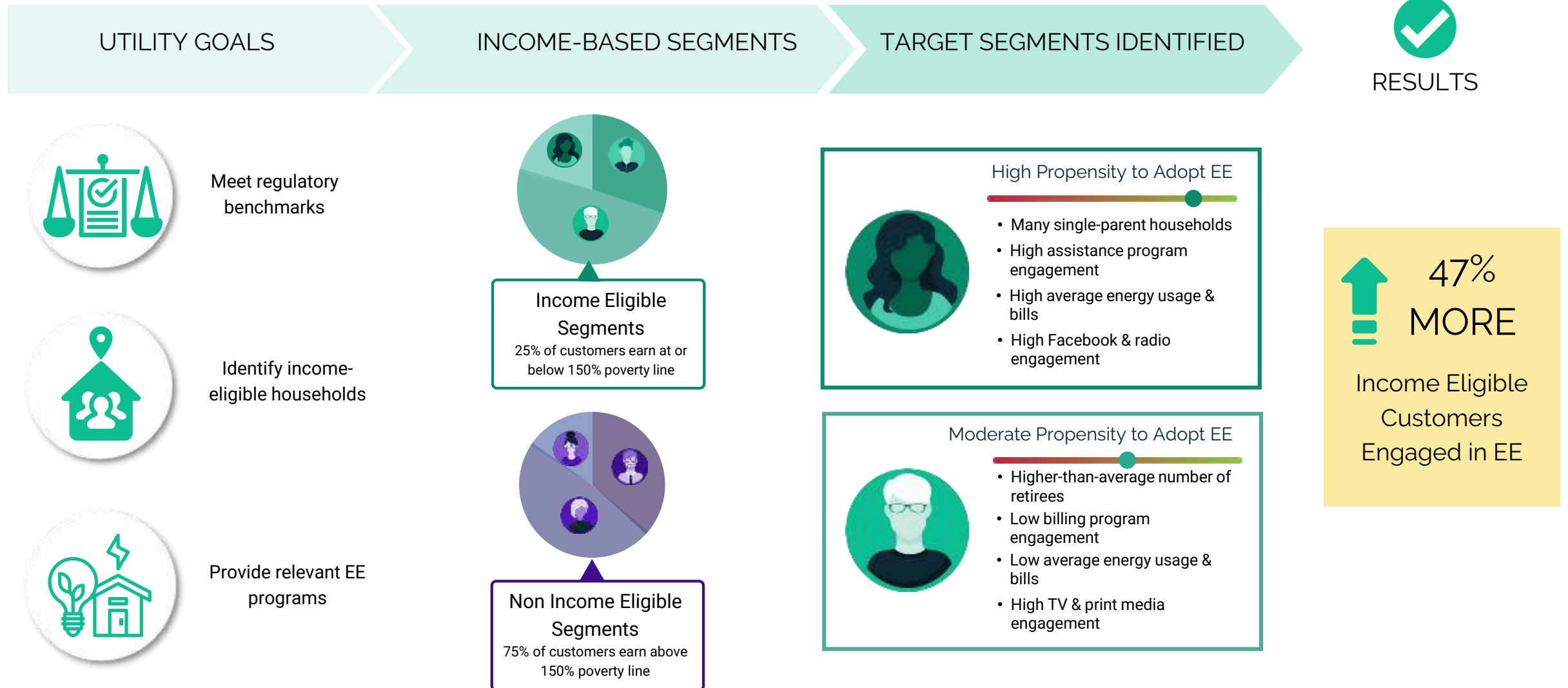
# Ensure Utility Customers Can Access IRA Benefits

Connect the right IRA benefits to the right customers through the right channels - and boost internal program enrollment, too.



# Case Study: Income-Based Energy Efficiency Segments

With AI-powered income eligible and non income eligible segments, BlastPoint's utility partner was able to target the right income-eligible customers to increase engagement with relevant EE offers and meet regulatory benchmarks.

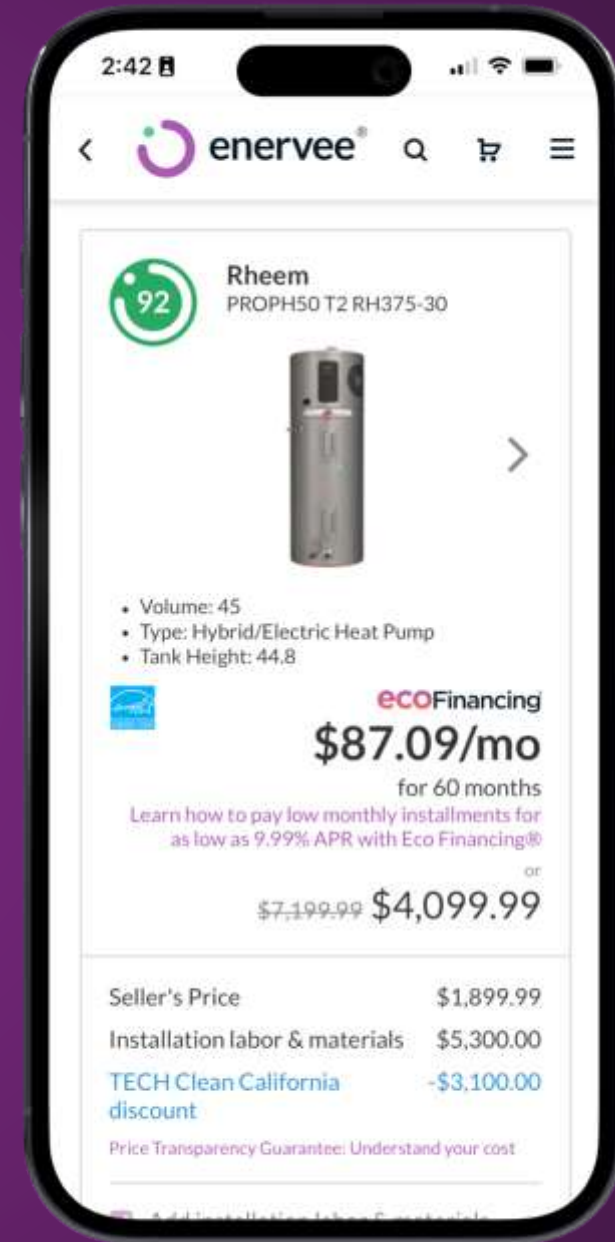




# Utility Programs Ecommerce Platform

Consumer Education - Choice - Equitable Participation

Smart Thermostats, Lighting, EVSE, **Electric Appliances, Electric Water Heating, Heat Pump HVAC**  
Direct Purchase, Stacked Instant Rebates, **Eco Financing, Model Cost Comparison, Efficiency Score**





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